DESIGNING THE GOLDEN BOOK 50 YEARS OF SEPULUH NOPEMBER OF INSTITUT TECHNOLOGY

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ABSTRACT

Golden year of ITS development since at the beginning it was established to be a good moment to perform a documentation or historical record and achievements carried out by ITS. Beside to express a pride and a celebration of ITS, this documentation is also an important media to communicate the ITS character to the related partner. By this communication, the partners will get information on the best performance, development and achievement of ITS during 50 years period.

Print media in book format is adopted to make a 50 years documentation of ITS. The best performance of book as print media, beside can be read anywhere and anytime, it can also be read repeatedly without display tool. The book has also long life time and never out of date. Preparation process of the golden book of ITS is started from studies of literature and existing condition through analysis of similar golden book of other university as comparison.

After getting its strength and weakness, a series of research through a questioner is performed to determine basic of concept and content which is needed target of audience. To be combined with behavior analysis and character of ITS and adaptation of lustrum-10 theme of ITS in global, then it is formulated a design concept of dynamic and exclusive.

Dynamic refers to work result that is full of spirit and moving so that it has fast development also exclusive, meaning that ITS always presents qualified phenomenon and work result. This design concept is realized to establishment of a book having clean looking, neat, interesting and by emphasising strong visual illustration of photo and digital imaging to minimize boring impression.

Hopefully, this design concept, the golden book of ITS will be capable of representing and improving reputation of ITS to the target audience especially to obtain and make more close contact of the work partner.

Key Words: Golden Book, 50 Years, ITS, Dynamic, Exclusive